Analyzing Comcast and Netflix marketing strategies we found out that Comcast is much more business to business oriented where Netflix is business to consumer oriented. 10k reports produced evidence that Comcast had been investing in more infrastructure and innovation while Netflix is investing in advertising and marketing. From our five forces analysis we saw that one of the major risks that both Comcast and Netflix are facing is cyber security. Following with the information we obtained we asked an IT specialist from a payroll service company called Cast and Crew about the security threats. The greatest threat to the industry for cyber security is human error.